**Workbook**

**260 CenSARA: Effective PowerPoint, Presentation Skills, and 508 Compliance**

**At the end of this class, you should be able to…..**

* Explain how your personal preferences can influence your presentation style
* Explain the value of an audience-centered presentation
* Identify considerations when using stories and humor in presentations
* Construct an effective presentation opening, body, and conclusion
* Identify methods to gain audience attention during a presentation
* Explain the major advantages of using visual aids in presentations
* Effectively use PowerPoint as a visual aid
* Recognize basic Section 508 accessibility requirements and incorporate them into a PowerPoint presentation
* Identify strategies for managing tough questions from the audience
* Practice giving and receiving feedback on presentation skills

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**What do you hope to gain from this session?**

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**Presentation Types**

* Informational
* Motivational
* Persuasive
* Entertaining
* Introductions
* Panelist / Moderator / Interviewer
* Elevator Opportunities

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**Any others?**

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**Personal Challenges**

**Personal Challenges**

Every presenter, regardless of experience level, may have some personal challenges to overcome each time he/she steps up to the podium. Self-awareness is an important element in this battle, so this portion of the workbook encourages identification of your strengths in addition to those issues that can get in the way of an effective presentation.

You’re invited to conduct a quick self-assessment to help you identify areas you may want to work on during the practice sessions.

What are my strengths?

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What might get in my way?

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**World’s Greatest Fear…..**

…..even worse than death! Forgetting what you want to say, saying the wrong thing, embarrassing yourself in front of friends, family, co-workers, and even strangers, and making career-limiting mistakes all qualify.

**Calming the Fears…..**

* Know your topic – plan, prepare, and practice
* Be rested – get plenty of sleep
* Relax – loosen up physically and mentally
* Get to the site early and get familiar with the room, the layout, and the AV equipment
* Use breathing/meditation techniques to relax
* Remember that you are the expert
* Use positive self-talk
* Connect with friendly faces
* Visualize a successful finish
* Have a plan for the “blank moments”

***Other notes and considerations:***

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**Perceptions**

Perception is reality. When you get in front of an audience, even before you begin to speak, they are making assumptions about who you are and why you are speaking to them. Think about the total message you want to deliver. You can’t control their assumptions, but you can influence them. Remember that the audience’s impression of you is an important factor in establishing your credibility. The audience will evaluate your knowledge, experience, preparedness, enthusiasm, truthfulness, etc.

**Presence**

Presence is something the audience feels about the presenter, so…..

* Walk with a sense of purpose
* Be decisive and well prepared
* Have a positive attitude
* Look good – dress up a bit
* Stand up straight, shoulders back
* Smiling, if appropriate, can make a huge difference because it represents approachability
* Shake hands firmly
* When sitting and talking, lean forward slightly
* Maintain eye contact

***Other notes and considerations:***

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**Appearance**

First impressions are powerful. We frequently form them within the first 30 seconds after meeting someone. An unfavorable first impression is hard to overcome. You don’t want your appearance to contribute to a bad first impression or to overshadow your message.

**Considerations**

* Dress professionally and appropriately for the event
* Over-dress slightly rather than under-dress
* Know what colors work for you
* Avoid too much or distracting jewelry
* Wear comfortable, well-fitting clothing
* Make sure your hair is clean and neat
* Wear comfortable shoes

***Other notes and considerations:***

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**Non-Verbal Communication**

In face-to-face communication, more than half of the total message we send is from our body language. If your words contradict your body language, the audience will believe the non-verbal language. Natural movement can also release nervous tension.

**Movement and Gestures**

* Use natural gestures
* Remember that even little movements signal your comfort and confidence
* Constantly repeated behaviors can be distracting to the audience
* Suit your gestures to your words
* Be aware of different meanings in other cultures (including the culture of an organization)
* Remember good posture
* Smile, if appropriate, because it’s disarming

***Other notes and considerations:***

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**The Power of Voice**

An additional 38% of our total message in face-to-face communication is from our voice – tone, inflection, and rate of speech.

**Considerations**

* Listen to your voice
* Pitch that is too high or too low can be hard on the listener
* Slowing your pace helps relax your voice and can help lower your pitch
* Speak loudly enough to be heard
* Project – aim your words
* Pronounce words accurately
* Vary your pitch and speaking rate
* Pause for emphasis
* If your mouth is dry, try sipping a warm liquid rather than cold water

***Other notes and considerations:***

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**Organization**

**Before you write a word…..**

1. Know that few people will envy your role as a speaker. Most people are just glad \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Realize the audience wants you to be good. No one ever says: “I hope the speaker is \_\_\_\_\_\_\_\_\_\_\_.
3. Realize what the audience will remember. Twenty-four hours from now, you will forget \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Forty-eight hours from now, you will forget \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. Determine your objective. Four main possibilities are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
5. Get comfortable with your personal credibility. Your goal is to be the most knowledgeable person in \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_, on \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_, about \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_.

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**Game Plan**

**Message**

**Determine Your Purpose:**

* Informational, persuasive, motivational, entertainment, etc.

**Determine Your Message:**

* Identify key points – limit to 3-5

**Decide on a Format:**

* How will you logically present your information?
* Pick the format that best suits your audience, your purpose, and your personal delivery style/personality

**Recommended Formatting**

* 15% for opening/launch
* 75% for body/middle
* 10% for closing/end

***Other notes and considerations:***

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**Getting Off to a Great Start**

The opening is where you grab their attention and where you make that critical first impression. Remember, they’re rooting for you.

**Developing Your Opening/Launch**

* First impression – build rapport and credibility
* Introduce yourself
* Establish common ground, connect, and set the tone
* Preview the body of your speech
* Grab the audience’s attention and interest with:
	+ Rhetorical question or a direct question
	+ Humor, anecdote, startling fact, or quotation
	+ Referral to the occasion or a historic event
	+ Little known fact about the group
	+ Reference to a recent news event
	+ An interactive activity
	+ A story

***Other notes and considerations:***

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**Body of the Presentation**

Effective organization of your ideas is critical. A speaker must make connections or transitions between points. The body of the presentation is the largest and most important part so give yourself adequate preparation time. The best strategy is usually to prepare the body first and then develop the introduction and the conclusion.

**Clarify Main Ideas and Facts:**

* Identify what you want them to take away
* Prepare your message in the culture of your audience
* Think about emotional appeals and logical facts that will move your audience
* Keep coming back to your theme
* Balance the time devoted to each main point
* Decide the order of the presentation for each point
* Use transitions to connect the ideas and explain the relationships

***Other notes and considerations:***

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**In Conclusion…..**

This is your last opportunity to reinforce your key points and state your action item. You don’t want all the work you did to go to waste with a lackluster conclusion. The audience should leave with a clear understanding of your message and the action you want them to take.

**Considerations:**

* Signal the end of the speech
* Briefly summarize/repeat key elements
* Remind them why the topic is important
* End on a positive note
* Ask them to do something specific
* Give them take-home items (handouts, checklist, pamphlets, infographics, etc.)
* Tie in with whatever follows your speech
* Q&A: “What questions do you have?”

***Other notes and considerations:***

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**Delivery Strategies**

**Practice, Practice, Practice!**

Perfection is an illusion but doing your best is a reality. We get to our best by practicing, which helps to reduce anxiety when it’s time to get up and present.

**Considerations to Help You Be Prepared:**

* Go over your entire speech three to six times
* Know what on-site layout to expect
* Practice with note cards, not a script
* Tape yourself (audio and/or video)
* Practice with your audio/visual aids
* Time your presentation
* Do at least one practice run with someone you know will be honest with you and get feedback
* Don’t write a script and try to memorize it (or worse yet read it)
* Have a back-up plan in case the technology fails

***Other notes and considerations:***

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**Using Humor**

Never underestimate the importance of humor. It’s disarming and can also add fun, excitement, and engagement to your presentation while also allowing you to build a rapport with your audience. Humor still needs to be planned and practiced, or it can lead you down an unpredictable path.

**Considerations:**

* Is your material funny?
* Humor takes work and practice
* Learn your lines and keep it brief
* Tie humor to your message
* Make sure the setting is appropriate for humor
* Avoid jokes about religion, politics, race, ethnicity, gender, etc.
* Don’t announce the joke
* Avoid profanity
* Don’t embarrass anyone
* Always err on the side of good taste

***Other notes and considerations:***

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**Feedback from Your Audience**

Watch your audience’s behavior for some very clear feedback about how your presentation is being received and adapt.

**Audience Feedback Cues:**

* Need some action from you:
	+ Are people fidgeting, talking, or checking their phones?
	+ Are they looking around or squinting at you?
	+ Yawning or nodding out?
	+ Avoiding eye contact?
	+ Stretching?
	+ Tapping their feet?
* Things are going well, so keep the momentum going:
	+ Sitting quietly, smiling?
	+ Attentive and maintaining eye contact?
	+ Leaning forward intently?
	+ Clapping, laughing?
	+ Taking notes, nodding in agreement?

***Other notes and considerations:***

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**Taking Questions**

**Considerations:**

* Identify potential questions in advance
* Set protocol – let everyone know you will be taking questions at a break or at the end of the presentation
* Listen carefully to the question and be non-judgmental
* Clarify the question and repeat when necessary
* If you don’t know the answer, say so
* Tie the answer to your message
* You don’t have to answer every question
* Take questions from all over the room
* Don’t get defensive
* Answer the question – be direct and stay on track
* Look around the room as you answer the question

***Other notes and considerations:***

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**After the Presentation**

It’s over and you should take the time to rest and celebrate. Yes, they can actually happen simultaneously.

**Considerations:**

* Talk with someone about how it went
* Solicit feedback
* Self-critique for future presentations
* Read evaluations right away
* Find a mentor for coaching
* If someone taped your presentation, arrange to view it
* Present as often as you can

***Other notes and considerations:***

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**Resources**

**Resources**

Strategies for High-Impact Presentations, Governor’s Center for Management Development, University of Texas at Austin

Presentation Skills, Pat Schnee, Professional Development Center/Center for Professional Education, University of Texas at Austin

The Accelerated Learning Handbook: A Creative Guide to Designing and Delivering Faster, More Effective Training Programs, David Meier

You Just Have to Laugh, David Naster

Shake, Rattle & Roll: Using the Ordinary to Make Your Training Extraordinary, Sharon Bowman

Preventing Death by Lecture: Terrific Tips for Turning Listeners Into Learners, Sharon Bowman

Presenting with Pizzazz, Sharon Bowman

Start With a Laugh – An Insider’s Guide to Roasts, Toasts, Eulogies, and Other Speeches, Liz Carpenter

The Big Book of Business Games, John Newstrom & Edward Scannell

Point, Click & Wow, Claudyne Wilder

Speak with Confidence, Dianna Booher

Move from Nervous to Natural, Tony Jeary

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